

FMM 4th International Conference on

Excellence in Manufacturing

June 2, 2009 • Impiana KLCC Hotel & Spa • Kuala Lumpur, Malaysia

Speakers

“Turnaround and Business Transformation at Malaysia Airlines”

*YBhg Dato' Sri Idris Jala, Managing Director,
Malaysia Airlines, Malaysia*

“Lean Manufacturing in India – Coping with the Current Economic Climate”

*Mr Ravikumar Achanta, Vice President,
Lean Management Institute of India*

“Lean Implementation in Singapore Industries and the Asia-Pacific Region”

*Mr Neo Tiong Wee, General Manager,
Kaizen Consulting Group, Singapore*

“Operative Excellence and Efficiency at Proton – Meeting Customer Expectations”

*YBhg Dato' Haji Syed Zainal Abidin, Managing Director,
Proton Holdings Berhad, Malaysia*

“Strategic Consideration for Global Manufacturing – A CEO's Perspective”

*Mr Jason Luo, President & CEO,
Key Safety Systems, USA*

“Innovation for Growth in the Current Global Scenario”

*Mr David Choo, Contract Partner,
Kepner-Tregoe Inc.*

“Manufacturing in Malaysia and the Global Economic Crisis – Panel Discussion”

*YBhg Datuk Paul Low, Vice President, FMM & Chairman,
FMM Institute*



Organised by



FMM Institute

Introduction

The 4th in the series, this one-day International Conference on “Excellence in Manufacturing” is organised by FMM against a backdrop of the current economic climate to update the manufacturing community in addressing some of the issues and best practices that can be implemented to overcome this challenging period. The speakers will share their experiences on how they have successfully implemented initiatives to improve and implement best practices.

Conference Structure

Now in its 4th year, the Conference is well received and has gained a reputation for bringing together Directors and Senior Managers from industry to network and share experiences in current industrial issues and best practices in Manufacturing. The Conference will focus on:

- turnaround and business transformation strategies;
- successful lean manufacturing strategies practiced in companies in India;
- how successful Singaporean companies have implemented lean manufacturing initiatives;
- strategic considerations for global manufacturing;
- innovation for growth in the current global scenario; and
- global economic crisis and its effect on Malaysian manufacturing.

Who Should Attend

CEOs, General Managers, Factory Managers and Engineers, Heads of Functions viz Production, Quality, Maintenance, Production Engineering, Design, Industrial Engineering, HRD, TPM Promotion Co-ordinators – Productivity/Engineering Consultants and Academics.

Programme

8.30am – 9.00am	Registration of Participants
9.00am – 9.10am	Welcome Remarks by YBhg Datuk Mustafa Mansur, <i>President, FMM</i>
9.10am – 10.10am	“Turnaround and Business Transformation at Malaysia Airlines” <i>Speaker : YBhg Dato’ Sri Idris Jala, Managing Director, Malaysia Airlines, Malaysia</i>
10.10am – 10.30am	Tea & Networking
10.30am – 11.45am	“Lean Manufacturing in India – Coping with the Current Economic Climate” <i>Speaker : Mr Ravikumar Achanta, Vice President, Lean Management Institute of India</i>
11.45am – 12.45pm	“Lean Implementation in Singapore Industries and the Asia-Pacific Region” <i>Speaker : Mr Neo Tiong Wee, General Manager, Kaizen Consulting Group, Singapore</i>
12.45pm – 1.45pm	Lunch & Networking
1.45pm – 2.45pm	“Operative Excellence and Efficiency at Proton – Meeting Customer Expectations” <i>Speaker : YBhg Dato’ Haji Syed Zainal Abidin Bin Syed Mohamed Tahir, Managing Director, Proton Holdings Berhad, Malaysia</i>
2.45pm – 3.45pm	“Strategic Considerations for Global Manufacturing – A CEO’s Perspective” <i>Speaker : Mr Jason Luo, President & CEO, Key Safety Systems, Michigan, USA</i>
3.45pm – 4.45pm	“Innovation for Growth in the Current Global Scenario” <i>Speaker : Mr David Choo, Contract Partner, Kepner-Tregoe Inc.</i>
4.45pm – 5.30pm	“Manufacturing in Malaysia and the Global Economic Crisis” – Panel Discussion and Closing Remarks by YBhg Datuk Paul Low, <i>Vice President, FMM & Chairman, FMM Institute</i>
5.30pm – 5.45pm	Tea & Networking

Note: The organiser reserves the right to alter the content and timing of the programme in the best interest of the Conference.

Speakers



YBhg Dato' Sri Idris Jala
Managing Director
Malaysia Airlines, Malaysia

YBhg Dato' Sri Idris Jala was appointed Managing Director and CEO of Malaysia Airlines in December 2005, in the aftermath of the company's biggest financial loss in its corporate history. In February 2006, YBhg Dato' Sri announced the airline's Business Turnaround Plan (BTP 1). From a 9-month loss of USD400 million in 2005, Idris succeeded in turning around the company in less than two years, with the airline achieving a record profit of USD260 million in 2007. Building upon its successful BTP 1, YBhg Dato' Sri Idris announced Malaysia Airlines' 5-year Business Transformation Plan (BTP 2) in January 2008. The BTP 2 features bold profit targets of up to USD630 – USD950 million per annum by 2012. Under BTP 2, Malaysia Airlines aspires to achieve its profit targets by transforming into the World's Five Star Value Carrier, while offering 5-Star products and services at affordable prices. Prior to joining Malaysia Airlines, he spent 23 years at Shell. In 2007 YBhg Dato' Sri was appointed as Adjunct Professor, University of Technology Malaysia (UTM) where he regularly lectures undergraduates and graduates specialising in business and management studies. He holds a Bachelor's degree from Universiti Sains Malaysia and a Master's degree from Warwick University, United Kingdom.



Ravikumar Achanta
Vice President
Lean Management Institute India

Mr Ravikumar Achanta is the Founder and Vice President of the Lean Management Institute of India. Prior to establishing Lean Management Institute of India, he was a Chief Consultant and Head Manufacturing Vertical of ECS Limited, a Management Consulting firm in Operations, Human Resource and Strategy. He has conceptualised and guided a number of client organisations in the implementation of concepts like Lean Manufacturing, Total Productive Maintenance, Six Sigma, Concurrent Engineering, Rapid Maintenance and Process-Product Based Organisation Structure. Known for building high performance teams in ECS Limited, he was responsible for the cost reduction and productivity improvements at India's largest Cement Manufacturer across all their 8 manufacturing units, resulting in several hundreds of million rupees of bottom-line benefits. This has also resulted in what is arguably the first full fledged "Process-Based Organisation" in the country. He holds a Bachelor degree in Mechanical Engineering from Motilal Nehru Regional Engineering College, University of Allahabad, India.



Neo Tiong Wee
General Manager
Kaizen Consulting Group Singapore

Mr Neo Tiong Wee is the General Manager and Founder of Kaizen Consulting Group (KCG). He has more than 18 years of experience in the field of training and consulting and management systems auditing. Since the late 1990s, he has been an active leader in the adoption and promotion of lean implementation in Singapore and the Asia Pacific region. He has managed many training and consulting projects for both local and global organisations in the private and public sectors, spanning across a diverse range of industries. KCG is a Seagate approved consultant for the Seagate Global Lean Supplier Programme. Prior to setting up Kaizen Consulting Group, he held senior management positions in Pera Neville Clarke and the Neville Clarke group of companies. He was also the Asia Pacific Programme Director for the British Midlands Programme, a special UK Trade and Investment (UKTI) programme to promote trade and investment for the UK's regional development agencies in East and West Midlands. He holds an Engineering degree from the Nanyang Technological University, Singapore.



YBhg Dato' Haji Syed Zainal Abidin Bin Syed Mohamed Tahir
Managing Director
Proton Holdings Berhad, Malaysia

YBhg Dato' Haji Syed Zainal Abidin Bin Syed Mohamed Tahir was appointed Managing Director of Proton on 1 January 2006. He also sits on the Boards of various subsidiaries within the Proton Group of companies. Graduated with a Bachelor of Science in Engineering from the University of Maryland, USA, he began his career as a Project Engineer with Petronas Gas Sdn Bhd in 1987, prior to joining Petroliaam Nasional Berhad in 1992 as the Senior Executive of Corporate Planning and International Business Development. He then left to join HICOM Holdings Berhad in 1995, where he assumed various senior positions in the company. YBhg Dato' Haji Syed Zainal Abidin lent his expertise to Perodua when he was appointed Senior General Manager in 1999. Subsequently, he was appointed Executive Director of Perodua Auto Corporation Sdn Bhd in 2002, and later promoted to Deputy Managing Director in October 2005. He was recently named the "Automotive Man of the Year 2008" at the prestigious New Straits Times/Maybank Car of the Year 2008 Awards for his efforts in leading the national car company for the past three years.



Jason Luo
President & CEO
Key Safety Systems, Michigan, USA

Mr Jason Luo is the President and Chief Executive Officer of Key Safety Systems, Inc. During his 11-year career with Key Safety Systems (formerly Breed Technology); Jason was President and Chief Operating Officer of the Asia Division, Vice President of Global Steering Wheel & Accessories Engineering, and prior to that position, Director of Global Engineering – Steering Wheel Division, and Director of R&D – Steering Wheel Division. Before joining Breed, he has served as Engineering Manager of Eifel Mold & Engineering and prior to that, served as Lead Engineer for Izumi Corporation (TRW). He holds a Master of Science degree in Business Administration (MBA) from Michigan State University, Master of Science degree in Mechanical Engineering from University of Toledo, Ohio and a Bachelor of Science degree in Mechanical Engineering from Beijing Institute of Technology, China. Key Safety Systems, Inc. is a leading global designer and manufacturer of safety-critical components and systems including airbags, seat belts and steering wheels. KSS products are used in more than 300 vehicle models produced by over 60 automobile manufacturers worldwide.



David Choo
Contract Partner
Kepner-Tregoe Inc.

Mr David Choo has worked in the retail, trading and consultancy businesses assuming profit and loss responsibilities for the past 30 years. He was on the strategic leadership team and previously a Board of Director for Kepner-Tregoe Inc. USA. He is currently a mentor and advisor to many business leaders worldwide. As a consultant, he has worked with many companies to improve the way work is done by pursuing strategies that generated business growth, operational improvement and workplace transformation. For example David led the consulting team that developed and executed a complete strategic overhaul at one of the world's largest and most renowned utility companies. This resulted in an 8% return on fixed assets, an accumulated productivity increase of 160% and a three-fold reduction in annual customer complaints. For David, the power of strategy lies not only in the bottom-line business benefits it produces, but also in how it can change the way a company addresses strategic and operational issues. He holds a bachelor's degree in business administration from Berea College in the USA and a master's degree in international marketing from the University of Strathclyde in Glasgow, Scotland.

Administrative Details

Date : **June 2, 2009 (Tuesday)** Time : 9.00 am – 5.45 pm
Venue : Impiana KLCC Hotel & Spa, 13, Jalan Pinang, 50450 Kuala Lumpur, Malaysia
Early Bird Fees* : International Delegates – USD 500 per participant {Registration and payment received by May 4, 2009}
Fees : International Delegates – USD 580 per participant {Registration and payment received after May 4, 2009}
Group Discount* : Enjoy 10% discount for 3 or more participants from the same organisation and of the same billing source.
* Only one scheme applies (Fees include Conference materials, Certificate of Attendance, lunch, and refreshments)

Payment

Registration is on a first-come-first-served basis. Registration form must be returned to FMM Institute by May 4, 2009 with correct payment transferred to:

Payee's Name: FMM Institute
Payee's Banker: Malayan Banking Berhad
Address: No. 8-10, Jalan 53, Desa Jaya, Kepong, 52100 Kuala Lumpur, Malaysia

Account No: 5-14208-14159-0
SWIFT Code: MBBEMYKL
(Please fax remittance advice to +603-62756064)

Completed registration form, that is faxed, mailed or e-mailed to FMM Institute would be deemed as confirmed. All confirmed participants must pay the full fee before the event. Walk-in participants, with payment will be admitted on space availability basis.

Refund of fees:

Cancellation must be in writing to FMM Institute. If cancellation is received:
More than 14 days prior to the event – full refund
Between 8 – 14 days prior to the event – 50% refund
Less than 7 days prior to the event – no refund

Replacement / Cancellation:

Replacement at no additional cost. FMM Institute reserves the right to cancel or reschedule the above event and all efforts will be taken to inform participants of the changes. Should the event be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

Conference Venue & Accommodation Information:

Impiana KLCC Hotel & Spa
13, Jalan Pinang
50450 Kuala Lumpur, Malaysia
Tel: +603-21471111 Fax: +603-21471100
E-mail: info.impianaklcc@impiana.com

Enquiries & Registration:

Please contact Ms Ravathi/Pn Hafifah
FMM Institute, Wisma FMM
No. 3, Persiaran Dagang, PJU 9
Bandar Sri Damansara, 52200 Kuala Lumpur
Tel: +603-62761211
Fax: +603-62756064/62776712
E-mail: ravathi@fmm.org.my/
hafifah@fmm.org.my
Website: www.fmm.edu.my

Closing Date for Registration:
May 18, 2009

FMM 4th International Conference on Excellence in Manufacturing

Tuesday • June 2, 2009 • Impiana KLCC Hotel & Spa, Kuala Lumpur, Malaysia

The Senior Manager

FMM Institute (475427-W)

P.O. Box 28 Jinjang, 52000 Kuala Lumpur. Tel: +603-62761211 Fax: +603-62756064 / 76712

Dear Madam,

Please register the following participant(s) for the above conference.

(To be completed in BLOCK LETTERS)

- Name _____ Designation _____
E-mail _____
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E-mail _____
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E-mail _____
- Name _____ Designation _____
E-mail _____

(If space is insufficient, please attach a separate list)

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____

Address: _____

Tel No.: _____ Fax No.: _____

Registration Form